



Middle Level Achievement Program (MAP)

TO: Virginia Middle-Level Advisers

FROM: Sandy Mills, Virginia FBLA-PBL State Specialist

DATE: November, 2005

SUBJECT: Middle Level Competitive Events State Level Information

We hope you will take advantage of this unique opportunity for your students. The middle-level national competitive events program is divided into three sections—individual, team and chapter. The rating sheets and eligibility information are given for each of the events on the following pages. All national competitive events are judged on the state level.

If you plan to participate in these competitive events, you must request an electronic registration form from Sandy Mills, smills@lfcc.edu, by e-mail no later than **February 10, 2005**. Registration forms are due back to Sandy Mills by **February 11, 2005**.

Individual events will be administered through school site testing. You will need to identify a proctor to administer the tests to the students. **Proctors may be school administrators, guidance counselors, technology specialists, or media specialists.** Under no circumstances may a teacher serve as a proctor for these tests. Students' tests will be mailed directly to proctors by **February 18, 2005**.

All competitive event submissions, including individual tests, are due to Sandy Mills, Virginia FBLA-PBL State Specialist, Lord Fairfax Community College, 173 Skirmisher Lane, Middletown, VA, 22645, **postmarked** no later than **March 7, 2005**.

Results will be announced at the 2005 State Leadership Conference in Reston, Virginia. Students are still eligible to participate in the other events designated for grades 7-10 in the FBLA State Handbook.

If you have any questions concerning these procedures, please contact Sandy Mills at the e-mail or address above.



Middle-Level Achievement Program Competitive Events

COMPETITIVE RECOGNITION

American Enterprise Project (C)
Career Exploration (I) *NEW*
Community Service Project (C)
Computer Slide Show Presentation (I) (T)
Desktop Publishing Application (I) (T)
Keyboarding Applications I (I)
Keyboarding Applications II (I)
Local Chapter Activities Report (C)
Outstanding Middle Level Adviser *NEW*

Outstanding Middle Level Member *NEW*
Outstanding Middle Level Supporter *NEW*
Proofreading and Editing (I)
Spreadsheet (I)
Web Page Creation (I) (T) *NEW*
Project Cover Sheet

*Note: I – Individual Event, T – Team Event,
C – Chapter Event*

ALL JUDGES' DECISIONS ARE FINAL.



Middle Level Achievement Program (MAP) – Competitive

Chapter Projects

AMERICAN ENTERPRISE PROJECT

This event recognizes FBLA-Middle Level chapters that successfully implement an education program to promote free enterprise.

Description

Reports must promote an awareness of some part of the American (free) enterprise system with the school and/or community and answer the Project Format questions. The project is intended to help members learn more about the free enterprise system and is designed for chapter participation.

Business Education Curriculum Standards: Communication, Entrepreneurship

Eligibility

Each active local middle school chapter may submit a report. Chapters must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Report Contents

1. Projects must be keyed in the order of the questions listed in the Project Format section, and be no more than five pages including the cover sheet and attachments.
2. Pages must be on standard 8½" x 11" paper.
3. Pages may not be laminated or bound in sheet protectors.
4. Projects may be single- or double-spaced.
5. Each side of the paper providing information is counted as a page.
6. Copies should be sent rather than important original documents.
7. Scrapbooks and loose or bulky exhibits are not acceptable.

8. Projects should be stapled in the upper left-hand corner with the cover sheet.
9. The project must describe an activity on America Enterprise/Free Enterprise that was conducted during the current school year.

Project Format

The project report will consist of questions and answers. Key the following questions followed with your comments and description.

1. Describe the chapter's American Enterprise Project.
2. State the purpose and/or goals of the project. The purpose and/or goals should be keyed as numbers or bullets.
3. Describe how the chapter chose this particular project as an American Enterprise activity.
4. Describe the steps the chapter members used to plan and develop the project.
5. Describe how the chapter completed the project.
6. Describe why this project is unique.
7. Explain the benefits and impact your project had on the school or community.
8. Explain and give evidence of how the project was publicized by attaching at least one article, flyer, etc.
9. You may incorporate pictures into the report.

National Recognition

Each state may submit two winning projects that will be recognized by the national center on the FBLA-PBL Web site, and chapters will receive a medal for outstanding achievement.



American Enterprise Project

Rating Sheet

FBLA-Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project	0	1-7	8-14	15-20	
Statement of project goals	0	1-3	4-7	8-10	
Description of project choice	0	1-3	4-7	8-10	
Description of project planning and development	0	1-3	4-7	8-10	
Description of implementation	0	1-3	4-7	8-10	
Uniqueness of project	0	1-2	3-4	5	
Service to the community	0	1-2	3-4	5	
Evidence of publicity	0	1-2	3-4	5	
Format of Project					
Followed project criteria	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct 1 point for each error)	0	1-5	6-10	11-15	
TOTAL POINTS					/100 max

School: _____

Judge's Signature: _____

CAREER EXPLORATION *NEW*

Career exploration recognizes those FBLA-Middle Level students who are working toward improving their knowledge of career opportunities.

Description

The written objective test may include questions on skills, career plans, career goals, job searches, job applications, cover letters, resumes, interviews, *Occupational Outlook Handbook*, and basic career education.

Business Education Curriculum Standards:

Career Development

Eligibility

Each chapter may enter one student. Participants must be members of active local middle level chapters who are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure

1. The state chapter will administer this event through school-site testing.
2. A 45-minute objective test will be administered based on the competencies listed in the description.
3. Participants must furnish their own No. 2 pencils and erasers.

National Recognition

Each state may submit two winners who will be recognized by the national center on the FBLA-PBL Web site and receive an individual medal of outstanding achievement.

COMMUNITY SERVICE PROJECT

This event recognizes FBLA-Middle Level chapters that successfully implement a community service project to serve the citizens of the community.

Description

Reports must describe a chapter project that serves the community and answer the Project Format questions. The activity must be in the interest of the local community, focus on one primary project, and be designed for chapter participation.

Business Education Curriculum Standards:

Communication, Marketing

Eligibility

Each active local middle school chapter may submit a report. Chapters must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Report Contents

1. Projects must be keyed in the order of the questions listed below in the Project Format section, and be no more than five pages including the cover sheet and attachments.
2. Pages must be on standard 8½" x 11" paper.
3. Pages may not be laminated or bound in sheet protectors.
4. Projects may be single- or double-spaced.
5. Each side of the paper providing information is counted as a page.
6. Copies should be sent rather than important original documents.
7. Scrapbooks and loose or bulky exhibits are not acceptable.
8. Projects should be stapled in the upper left-hand corner with the cover sheet.
9. The project must describe a community activity that was conducted during the current school year.

Project Format

The project report will consist of questions and answers. Key the following questions followed with your comments and description.

1. Describe the chapter's Community Service Project.
2. State the purpose and/or goals of the project. The purpose and/or goals should be keyed as numbers or bullets.
3. Describe how the chapter chose this particular project as a community service activity.
4. Describe the steps the chapter members used to plan and develop the project.
5. Describe how the chapter completed the project.
6. Describe why this project is unique.
7. Explain the benefits and impact your project had on the community and its citizens.
8. Explain and give evidence of how the project was publicized by attaching at least one article, flyer, etc.
9. You may incorporate pictures into the report.

National Recognition

Each state may submit two winning projects that will be recognized by the national center on the FBLA-PBL Web site, and chapters will receive a medal for outstanding achievement.



Community Service Project

Rating Sheet

FBLA-Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project	0	1-7	8-14	15-20	
Statement of project goals	0	1-3	4-7	8-10	
Description of project choice	0	1-3	4-7	8-10	
Description of project planning and development	0	1-3	4-7	8-10	
Description of implementation	0	1-3	4-7	8-10	
Uniqueness of project	0	1-2	3-4	5	
Service to the community	0	1-2	3-4	5	
Evidence of publicity	0	1-2	3-4	5	
Format of Project					
Followed project criteria	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct 1 point for each error)	0	1-5	6-10	11-15	
TOTAL POINTS					
					/100

School: _____

Judge's Signature: _____

COMPUTER SLIDE SHOW PRESENTATION

This event provides recognition for FBLA-Middle Level members who demonstrate an ability to use presentation software to prepare and deliver a message.

Description

The topic to be developed for this slide show and submitted for competition is:

You've been asked to come to a meeting of interested students at another middle school. Create a slide show telling these students what FBLA is all about and the benefits they will receive when they become an active chapter.

Business Education Curriculum Standards:
Communications, Information Technology

Eligibility

Each chapter may submit one (1) entry. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be members of an active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure

1. The slide show must address the topic in the Description section. Entries will be judged according to the rating sheet.
2. Presentations should be at least one (1) minute and no more than three (3) minutes in length.
3. Presentations may be submitted on a CD or disk. Instructions should be included with the entry, describing the procedures necessary to run the presentation, including the software used. All software and the required elements should be included (i.e., pack-and-go) so the judges can view the presentation on any system.
4. Presentations should be clearly labeled with the name of the student participant(s), school name, and state.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL Web site, and individuals will receive a medal for outstanding achievement.

DESKTOP PUBLISHING APPLICATION

This event provides recognition for FBLA-Middle Level members who can demonstrate skills in the areas of desktop publishing and creativity.

Description

Participants should be prepared to create, design, and produce usable copy on a computer using desktop publishing software. Students should be prepared to create documents such as a flyer, brochure, and invitation which include graphics, text, layout creativity, and appropriate fonts and type sizes.

Business Education Curriculum Standards:
Communications, Information Technology

Eligibility

Each chapter may submit one (1) entry. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be members of an active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure

1. The state chapter will administer this event through school-site testing.
2. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment setup, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
3. Students may use only one computer for the event.
4. Participants may use the Internet to access graphics.
5. The finished product will be submitted in black and white on plain paper.
6. Word-division manuals and dictionaries may be used as reference materials.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL Web site, and individuals will receive a medal for outstanding achievement.



Computer Slide Show Presentation

Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation content clearly relates to assigned topic.	0	1 – 3	4 – 7	8 – 10	
Copyright laws have been followed and are cited.	0	1 – 3	4 – 7	8 – 10	
Presentation is clear and concise.	0	1 – 3	4 – 7	8 – 10	
Elements included in presentation are suitable and appropriate.	0	1 – 3	4 – 7	8 – 10	

Presentation					
Presentation includes identifiable opening, body, and conclusion.	0	1 – 3	4 – 7	8 – 10	
Audio and visual elements are coordinated and complementary.	0	1 – 3	4 – 7	8 – 10	
Transitions are effective and appealing.	0	1 – 3	4 – 7	8 – 10	
Graphics enhance overall quality of presentation.	0	1 – 3	4 – 7	8 – 10	
Presentation is effective at motivating audience to action.	0	1 – 3	4 – 7	8 – 10	
Sound, transitions, timings, and/or other special-effects enhance the presentation.	0	1 – 3	4 – 7	8 – 10	

Total Points /100 max.

Penalty Points Deduct five (5) points if presentation is under 1 minute or over 3 minutes

Final Score /100 max

School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Desktop Publishing Application Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Overall Appeal					
Presentation immediately grabs audience.	0	1 – 3	4 – 7	8 – 10	
Content effectively covers topic with all the vital information – who, what, when, where, why, and how.	0	1 – 3	4 – 7	8 – 10	
Presentation appeals to intended audience.	0	1 – 3	4 – 7	8 – 10	
Layout					
Layout is creative and original.	0	1 – 3	4 – 7	8 – 10	
Text and graphics are well-balanced with no overlapping items that reduce readability.	0	1 – 3	4 – 7	8 – 10	
Graphics are appropriate to subject and are effectively utilized.	0	1 – 3	4 – 7	8 – 10	
Font selection (type, size, style, kerning, leading, number of typefaces) is appropriate and appealing.	0	1 – 3	4 – 7	8 – 10	
Technical Features					
Effective application of a special effect(s) may include but, not limited to, drop caps, shadowing, reverse type, screens, and mirror images.	0	1 – 3	4 – 7	8 – 10	
Effective text treatment (i.e., paragraph indents, bullets, numbering, hanging indents, alignment, text wrapping).	0	1 – 3	4 – 7	8 – 10	
Proper use of grammar, spelling, punctuation, etc.	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

Name(s): _____

School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

KEYBOARDING APPLICATIONS I

Knowledge of keyboarding applications is a necessity in today's high-tech business world. This event is designed to recognize FBLA-Middle Level members who can demonstrate basic keyboarding applications skills.

Description

Participants should be able to produce a personal letter, a one-page report, and a one- or two-column table/centering problem. Results will be based on accuracy of printed copy and Standards of Mailability.

Business Education Curriculum Standards:
Information Technology

Eligibility

Each chapter may submit one competitor. Participant must be a member of the active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure

1. The state chapter will administer this event through school-site testing.
2. Results will be based on mailable copy based on the Standards of Mailability.
3. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment setup, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
4. Word-division manuals and dictionaries may be used as reference materials.
5. Participants must recognize the necessity for accurate proofreading.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL Web site, and individuals will receive a medal for outstanding achievement.

KEYBOARDING APPLICATIONS II

Knowledge of keyboarding applications is a necessity in today's high-tech business world. This event is designed to recognize FBLA-Middle Level members who can demonstrate advanced keyboarding applications skills.

Description

Participants should be able to produce a business letter; a one-page report with a title page, reference page, and citations; and a two- or three-column table. Results will be based on accuracy of printed copy and Standards of Mailability.

Business Education Curriculum Standards:
Information Technology

Eligibility

Each chapter may submit one competitor. Participant must be a member of the active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure

1. The state chapter will administer this event through school-site testing.
2. Results will be based on mailable copy based on the Standards of Mailability.
3. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment setup, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
4. Word-division manuals and dictionaries may be used as reference materials.
5. Participants must recognize the necessity for accurate proofreading.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL Web site, and individuals will receive a medal for outstanding achievement.

LOCAL CHAPTER ACTIVITIES REPORT

This event recognizes FBLA-Middle Level chapters that effectively summarize their year's activities.

Description

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the current State Leadership Conference. This report meets one of the requirements for the Chapter Award of Merit program.

Eligibility

Each active local middle school chapter may submit a report. Chapters must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Business Education Curriculum Standards:
Communication

Procedure

The report should follow the Rating Sheet "content".

Report Contents

1. Reports must not exceed a total of five (5) pages, including cover sheet and other documentation.
2. Pages must be on standard 8½" x 11" paper.
3. Pages may not be laminated or bound in sheet.
4. Reports may be single- or double-spaced.
5. Each side of the paper providing information is counted as a page.
6. Copies should be sent rather than important original documents.
7. Scrapbooks and loose or bulky exhibits are not acceptable.
8. Reports should be stapled in the upper left-hand corner with the cover sheet.
9. Reports must describe activities of the chapter that were conducted during the current school year.

National Recognition

Each state will submit two winning reports that will be recognized by the national center on the FBLA-PBL Web site, and chapters will receive a medal for outstanding achievement.

OUTSTANDING MIDDLE LEVEL ADVISER RECOGNITION *NEW*

This award honors FBLA-Middle Level advisers who have contributed to the success of FBLA-ML on the local, district/region, state, and national levels.

Eligibility

Each chapter may submit one (1) nominee who is an adviser of an active local middle level chapter. The nominee must have taught at least three years at the middle level and have been an active FBLA-ML adviser for three years.

Regulations

1. The nominee must submit a biographical sketch of no more than two pages and include the bullets listed below in the procedures section. This information is submitted to the state chairman or designee who will, upon selection, complete the official event entry form and submit to the FBLA-PBL national center.
2. Nominees for state and national Middle Level Outstanding Adviser must be selected in accordance with the regulations of the state chapter and national association.
3. Nominees must have been an FBLA-ML adviser and middle level teacher for at least three years.

Procedures

Criteria for selection of nominees at the state level should include, but not limited to,

1. Number of years taught (indicate years at each level).
2. Indicate the number of district/region, state, and national conferences attended (minimum of three required).
3. Indicate two unique activities that your local chapter has successfully completed.
4. Indicate any workshops led or other responsibilities at the above conferences attended.
5. Indicate how you integrate FBLA-ML activities into your classes.
6. Need a recommendation letter from a fellow colleague or administrator.

National Awards

One (1) middle level adviser may be nominated by each state chairman or designee and will be recognized as a recipient of the national Middle Level Outstanding Adviser Recognition on the FBLA-PBL Web site.



Local Chapter Activities Report

Rating Sheet

FBLA-Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Service to school and community	0	1 – 5	6 – 10	11 – 15	
Recruitment of members	0	1 – 5	6 – 10	11 – 15	
Leadership development for officers and members	0	1 – 5	6 – 10	11 – 15	
Support of FBLA-PBL national and state projects	0	1 – 5	6 – 10	11 – 15	
Public relations – evidence of publicity	0	1 – 5	6 – 10	11 – 15	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct 1 point for each error)	0	1 – 5	6 – 10	11 – 15	
Total Points					/100 max.

School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

OUTSTANDING MIDDLE LEVEL MEMBER RECOGNITION *NEW*

This award honors FBLA-Middle Level members who have contributed to the success of FBLA-ML on the local, district/region, state, and national levels.

Eligibility

Each chapter may submit one (1) student who is a member of an active local middle-level chapter and who is on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

Regulations

1. The nominee must submit a biographical sketch of no more than two pages and include the bullets listed below in the procedures section. This information is submitted to the state chairman or designee who will, upon selection, complete the official event entry form and submit to the FBLA-PBL national center.
2. Nominees for state and national Middle Level Outstanding Member must be selected in accordance with the regulations of the state chapter and national association.

Procedure

Criteria for selection of nominees at the state level should include, but not limited to,

1. Number of years in FBLA-Middle Level.
2. Indicate the extent of participation in district/region, state, and/or national programs and conferences.
3. Indicate the offices, chairmanships, and/or committee memberships held in FBLA-ML.
4. Indicate your involvement in local activities and the outcome of at least one of the projects.
5. Answer the question – “What FBLA has done for me”.
6. Complete at least the *Business* level in the MAP membership program – Middle Level Achievement Program.
7. Need a recommendation letter from the local chapter adviser.

National Awards

One (1) middle level student may be nominated by each state chairman or designee and will be recognized as a recipient of the national Middle Level Outstanding Student Recognition on the FBLA-PBL Web site.

OUTSTANDING MIDDLE LEVEL SUPPORTER RECOGNITION *NEW*

This award honors outstanding leaders from within the school and/or the business sector who have contributed to the success of FBLA-Middle Level on the local, state, and/or national levels.

Eligibility

Each chapter may enter one (1) person in the Middle Level Outstanding Supporter Recognition event.

Regulations

1. The nominee must submit a biographical sketch of no more than two pages and include the bullets listed below in the procedures section. This information is submitted to the state chairman or designee who will, upon selection, complete the official event entry form and submit to the FBLA-PBL national center.
2. Nominees for Outstanding Supporter must be selected in accordance with the regulations of the state chapter and the national association.
3. Nominees may be members of an educational institute (non teaching staff) or the business community.

Procedure

Criteria for selection of nominees at the state level should include, but not limited to:

1. Years of participation in FBLA-Middle Level activities.
2. Promotion of FBLA-Middle Level through presentations, seminars, and school related activities.
3. Contributions to local, district/region, state activities, and/or national activities.
4. Financial assistant to and sponsorship of activities for local chapters.

National Awards

One (1) middle level supporter may be nominated by each state chairman or designee and will be recognized as a recipient of the national Middle Level Outstanding Supporter Recognition on the FBLA-PBL Web site.

PROOFREADING AND EDITING

The ability to proofread work accurately is a valuable business tool. This event is designed to provide recognition for FBLA-Middle Level members who have learned basic proofreading techniques, the ability to proofread accurately, spelling, and basic grammar rules.

Description

The written objective test may include questions on proofreading, grammar, punctuation, word division, expression of numbers, capitalization, and business spelling.

Business Education Curriculum Standards:

Communication

Eligibility

Each chapter may submit one (1) competitor. Participant must be a member of the active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure

1. The state chapter will administer this event through school-site testing.
2. A 45-minute objective test will be administered based on the competencies listed in the description.
3. Participants must furnish their own No. 2 pencils and erasers.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL Web site, and will receive individual medals of excellence.

SPREADSHEET

Knowledge of spreadsheet applications is a necessity in today's high-tech business world. Middle level FBLA students must be able to apply various spreadsheet applications in a business environment, utilizing critical thinking and decision-making skills.

Description

Participants should be prepared to complete problems in a spreadsheet format, which may include various functions, including formatting, sorting, editing, creating and applying formulas, and charts. Results will be based on accuracy and formula-view printout.

Business Education Curriculum Standards:

Computation, Information Technology

Eligibility

Each chapter may submit one (1) competitor. Participant must be a member of the active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure:

1. The state chapter will administer this event through school-site testing.
2. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment setup, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
3. Calculators are not allowed.
4. Participants must recognize the necessity for accurate proofreading.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL Web site, and will receive individual medals of excellence.

WEB PAGE CREATION *NEW*

This event provides recognition for middle level FBLA members who demonstrate an ability to develop a Web page using HTML or Web design software and deliver a message.

Description

The topic to be developed for this webpage and submitted for competition is:

Informational – Publicize the local FBLA Middle Level chapter and its activities. Remember the audience is middle-level students, teachers, administrators, and the community.

Business Education Curriculum Standards:
Communications, Information Technology

Eligibility

Each chapter may submit one (1) entry. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be members of an active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

Procedure

1. The Web page may be one or two pages with at least one link.
2. The Web page must address the topic in the Description section. Entries will be judged according to the rating sheet.
3. Web pages must be submitted on a CD and must be viewable with a variety of browsers (Netscape, MS Explorer, etc.).
4. Presentations should be clearly labeled with the name of the student participant(s), school name, and state.

National Recognition

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL Web site and individuals will receive a medal for outstanding achievement.

STANDARDS OF MAILABILITY

Standards of Mailability. Materials submitted in these events are graded against the standard of zero errors and business-like format.

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error.

1. Omission of a non-essential part of a document (e.g., reference initials, enclosure notation, etc.)
2. Minor errors in vertical placement
3. Minor errors in horizontal placement
4. Minor spacing errors
5. Inserted or omitted words that do not change the meaning of the sentence
6. Transposed words that do not change the meaning of the sentence

The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error.

1. Failure to follow specific directions
2. Keying or spelling errors
3. Inserted or omitted words that change the meaning of the sentence
4. Omission of essential parts of a document (e.g., date, inside address, etc.)



Web Page Creation

Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Overall Appeal					
Grabs audience attention	0	1-3	4-7	8-10	
Content of Web page(s) effectively cover topic with all vital information included (who, what, when, where, why, and how).	0	1-3	4-7	8-10	
Appeals to audience.	0	1-2	3-4	5	

Layout

Creative and original	0	1-2	3-4	5	
Format, text, and graphics are consistent, well-balanced and with no overlapping items that reduce readability.	0	1-3	4-7	8-10	
Graphics are appropriate to subject and are effectively utilized.	0	1-2	3-4	5	
Font selection (type, size, style, kerning, leading, etc.) is appropriate and appealing.	0	1-2	3-4	5	
Use of color is appealing.	0	1-2	3-4	5	

Technical Features

Site uses innovative technology tools and enhancements effectively (i.e., streaming video or audio, flash type program,	0	1-3	4-7	8-10	
Web pages are viewable on standard browsers.	0	1-2	3-4	5	
Copyright laws have been adhered to and any photos, text, trademarks, or names used on the site are supported by proper documentation and approvals and are indicated on the Web page(s).	0	1-3	4-7	8-10	

Navigation

Links are appropriate and support topic.	0	1-2	3-4	5	
All links are functional and allow viewer path back to home page.	0	1-3	4-7	8-10	
Navigational scheme is logical and effective.	0	1-2	3-4	5	

Total Points

/100 max.

Penalty Points: Deduct 1 point each for a typographical, spelling, punctuation, or grammar error.

Final Score

/100 max.

School: _____

Name(s): _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____



Cover Sheet for

- ☐ **American Enterprise Project**
☐ **Community Service Project**
☐ **Local Chapter Activity Report**

School	
Chapter Number	
Adviser's Name	
Adviser's E-mail	
Mailing Address	
(City, ST ZIP)	
School Phone No.	
Principal's Name	